



HW Staple Foods in Austria

February 2026

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HW Staple Foods in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience remains essential, while healthier recipes drive new launches

INDUSTRY PERFORMANCE

Healthier convenience defines staple foods, alongside sustainability-led packaging improvements

Reduced and no sugar breakfast cereals gain traction as manufacturers reformulate

Gluten free staples expand further, driven by pasta and wider mainstream adoption

WHAT'S NEXT

Health-led reformulation and sustainable innovation to support stable growth

Reduced/no sugar cereals expected to rise as sugar content remains under pressure

Gluten free expected to grow steadily as product quality and availability improve further

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024

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Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in Austria - Industry Overview

EXECUTIVE SUMMARY

Value-led wellness strengthens, with demand centred on sugar reduction and “cleaner” choices

INDUSTRY PERFORMANCE

Sugar reduction and moderation drives healthier beverage choices and reformulation across staples

Clean label, dietary suitability and plant-forward routines reshape everyday food and snacking

WHAT'S NEXT

Preventative health and functional everyday choices will drive growth, with strong focus on value

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